



Freebie Swap Templates + Swipe Files

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Getting the most out of this guide...

This only works if you do....

Reaching out is scary. I get it. Which is why I created these templates. No more white knuckling your keyboard over what to say. *Cool?* Just spend some time really thinking about the types of people who could help your audience the most. And who's audience you could help the most.

"But I have a no list!"

I'll cover that on the next page

Legally Stuff:

You may not sell, create freebie, blog post or any other piece of content around these templates. or worst claim these templates are yours. You may share the email template with your freebie swap partner but you must say you got the template from Kate Doster. Kate Doster + Kate Doster Communications holds all copyrights to the material contain in this guide and makes no claims or guarantees to the actual number of subscribers you will get from using this method or these template.....

Now that's out of the way....Let's do this!!!!

What's a freebie swap again?

"Thank you for being a friend..."

In a coconut shell a freebie swap is when you find another biz owner or blogger with the same perfect client as you but you two serve them in a different way. *Then you share each others freebies with your email lists.*

- So copywriter could swap with a branding specialist
- A writing coach with a public speaking coach
- A vegan food blogger with an essential oils blogger

"But, Kate my list is only 10 people who would swap with me, it won't be fair!". Or "Kate, I HAVE NOO LIST!"

First, I love how caring you are. Second try to find someone with a list size around the same size as yours or a little bigger unless you two are SBBFF (*Super Biz Best Friends Forever*)

Third, you can share your friend's freebie on all your social media accounts. Talk it up in Facebook groups where both of your ideal clients are active. *This works great when you have no list..yet*

Social Media Template

Incase none of your business friends serve the same audience as you or if y'all do the same thing

Best Use:

Before throwing this beast out there get very very very specific about who you want to freebie swap with. Think about your perfect client. Who else is her inbox? If they make you opt in for their freebie instead of just sending you a download link RUN.

The Template:

"Hey guys. Any _____ wanna do I freebie swap with me to grow your email list fast? I'm a _____ who helps _____ so they can _____ thanks to _____. Basically we just email our lists telling them about each other's freebie. It's win, win, win. They get more help _____ in away we both don't normally cover and we add more high quality subscribers to our list. Pretty sweet right? I even have a template you can use to email your list. Who's in?"

Pick a call to action: {Email me at _____ with a link to your landing page + the freebie it's self so I can look it over - I'll do the same for you.} or {Send me DM if you're interested - Please don't just leave a link to your landing page in the comments}

Email Template: Let's swap!

Best Use:

This message is pretty casual. It's assuming you already know the person. **If you've never spoken before (ever)** - Tell them the number of subscribers you have . Plus in bullet points explain how your freebie will serve **THEIR people**. A screen grab of someone raving about your freebie won't hurt either.

The Template:

Hey _____.

How's it going? I've got a question for you....Do you want to do a freebie swap with me this week? I could email my list about your _____ and you could email your list about my _____. Since both of us serve _____ in completely different ways it's a win win win. They get more help _____ in ways we don't normally cover and we add more high quality subscribers to our list. Pretty sweet right? I even have a template you can use to email your list.

Just incase you haven't signed up for my _____ yet here's a link to the freebie itself.

We'd email each other's list our landing pages obvi.

Sound good?

(Name)

Email Template: What to send your list (Example)

The Template:

Subject line: I'm the worst!

Can I tell you something? While I consider myself a word-wizard. I totally stink at graphics. Seriously. I can spend hours in Canva, even use their templates and still my graphics look like they were made in microsoft paint '97 - tacky.

*That's what I so happy I stumbled upon Graphy McBranding, Branding Specialist - **Super Awesome Freebie**. (←--linked to landing page)*

Now I was alittle nervous after all, with alot of other copywriters out there, charging a 1/3 of my prices. I knew I had to stand out as a premium, professional with her act together.

So I was over the moon when I learned exactly how to:

- *Pair fonts so they look great together*
- *What colors should never be on the same graphics*
- *Why my designs always looked so cheesy and how to make sure it never happens again - instant credibility*

That's why I HAD to share it with you. Best part it's 100% free. You can snag your copy here : (LINK)

I'd love to see what you create. Tag me on Instagram with your creation okay?

Later Days,

Kate

Email Template: What to send your list (Blank Template)

The Template:

Subject line: I'm the worst!

Hey

Can I tell you something? While I consider myself a _____. I totally stink at _____. Seriously. I can spend hours _____, even _____ and still _____.

That's what I so happy I stumbled upon [Name], [Business Title] - [Freebie's Name] (<-- linked to landing page). Now I was a little nervous after all _____. But:

I learned exactly

- How to _____
- What _____ to get _____ without _____.
- Why _____ and how to make so that never happens to me again

That's why I HAD to share it with you. Best part it's 100% free. You can snag your copy here : (LINK)

I'd love to see your _____. [Call to action to share their results: email, Facebook, Twitter, Instagram - your choice]

Later Days,

Kate